

THERESA MERHEJ

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Translator, Copywriter, and Scriptwriter | Beirut, Lebanon

PROFILE

Fluent in Arabic, French, and English, I possess comprehensive translation skills, ensuring accurate and nuanced communication between these languages. Holding a master's degree with a specialization in banking and business translation, I am well-versed in the intricacies of financial terminology, enabling me to deliver precise and technically proficient translations.

As a seasoned marketing copywriter and scriptwriter, I excel in adapting my writing style to suit a multitude of communication channels. My extensive experience spans various industries, where I've sharpened my skills in crafting compelling campaign copy, designing persuasive landing pages, and creating SEO-optimized articles that boost traffic.

I specialize in developing impactful email campaigns and engaging social media content that captures attention and drives results.

PROFESSIONAL EXPERIENCE

RESILIENCE MARKETING GROUP

Zouk Mosbeh, Lebanon

Apr 2024 – Present

Copywriter

- Create compelling and persuasive copy for various marketing channels, including websites, emails, social media, and advertisements.
- Develop and maintain a consistent brand voice across all content.
- Collaborate with marketing and creative teams to brainstorm and execute campaign ideas.
- Conduct thorough research to understand target audiences, industry trends, and competitive landscapes.
- Edit and proofread content to ensure clarity, accuracy, and alignment with brand guidelines.
- Create engaging headlines, taglines, and calls to action to drive customer engagement and conversions.
- Utilize SEO best practices to optimize copy for search engines and improve online visibility.
- Conduct in-depth keyword research to identify high-value terms that boost search engine rankings.
- Create compelling, SEO-optimized copy that aligns with search intent while engaging the target audience.
- Integrate keywords seamlessly into content, meta descriptions, and headlines to enhance visibility without compromising readability.

RIMEX S.A.L & RODIS TOGO

Beirut, Lebanon

Aug 2021 – Apr 2024

Translator / Copywriter / Scriptwriter

- Research the newest trends and ingredients to develop products that fit the needs of the African market.
- Develop promotional content for campaigns showcasing the launch of innovative products.
- Partner with the creative team to guarantee a seamless preparation and launch of the campaign.
- Create brand names and identities for the newest products.
- Provide advertising copy for various social media platforms (Instagram, Facebook, and YouTube).
- Develop product descriptions and information.
- Collaborate with the senior designer to ensure final designs are proofread and free of errors.
- Develop and translate SEO-optimized beauty/cosmetics articles for the website - rodistogo.com.
- Create and write the script for a YouTube beauty show - "Beauty Talks", in addition to shorts, reels, and other video content.

SOPHIA X

Beirut, Lebanon

Dec 2023 – Jan 2024

Freelance Translator

- Translate and localize app content containing game explanations targeted at children, from English to Arabic.
- Adapt language and tone to cater to different age groups, ensuring a clear understanding of gaming concepts and benefits.
- Translate food recipes for babies from English to Arabic, maintaining the nutritional and culinary essence of the content.

UPWORK

Remote

2023

Freelance Translator

- Provide high-quality translation services for clients across diverse industries, ensuring accuracy and adherence to client specifications.
- Implement rigorous proofreading and editing processes to guarantee the highest quality translations.

HR SOURCING – SAMSUNG

Beirut, Lebanon

Freelance Translator / Editor

Dec 2023

- Translate English content into French, while maintaining meaning, style, and nuances.
- Edit and proofread target text; rectifying grammar, spelling and syntax errors; ensuring textual consistency and accuracy.
- Revise phrasing style to enhance readability and comprehension.
- Collaborate with a team continuously to meet project deadlines and ensure timely delivery.

BASHARACARE

Dubai, UAE

Freelance Translator

Oct 2020 – Aug 2022

- Translate beauty product descriptions accurately from English to Arabic.
- Translate beauty articles from English to Arabic, with a focus on SEO.
- Conduct research for specific cosmetic/beauty industry terminology.

EDUCATION

SAINT JOSEPH UNIVERSITY – USJ

Master's Degree – Banking and Business Translation

Sep 2020 – Jun 2022

SAINT JOSEPH UNIVERSITY – USJ

Bachelor's Degree – Translation

Sep 2017 – Jun 2020

COLLÈGE NOTRE-DAME DE JAMHOUR

French Baccalaureate – Literature

Sep 2002 – Jun 2017

COMPETENCIES

- **Languages:** Arabic (Native), English (Full Professional Proficiency – C2), French (Full Professional Proficiency – C2).
- **Computer Skills:** Microsoft Office, WordPress, Outlook, Research & Navigation.
- **Core Competencies:** Translation, Copywriting, Scriptwriting, SEO Optimization, Proofreading, Content Creation, Communication, Adaptability, Creativity, Attention to Detail. Problem Solving, Organization, Time Management.

****References Available Upon Request***